

## **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently Amended) In a computer system connectable to a computer network, a method comprising:
  - (a) maintaining in a memory data defining a greeting card and any modifications thereto;
  - (b) printing the greeting card in conjunction with any modifications thereto;
  - (c) printing readable data on the greeting card; and
  - (d) generating from the readable data printed on the greeting card ~~any of a shipping label identifying at least one item to be shipped in conjunction with the printed greeting card or an intermediate label useable to help match the printed greeting card with another item.~~
2. (Canceled) The method of claim 1 wherein the intermediate label comprises a packing list identifying at least one item to be shipped in conjunction with the printed greeting card.
3. (Currently Amended) A computer program product for use with a computer system operatively coupled to a computer network comprises a tangible computer usable medium having program code embodied thereon, the program code comprising:
  - (a) program code for maintaining in a memory data defining a greeting card and any modifications thereto;
  - (b) program code for printing the greeting card in conjunction with any modifications thereto;
  - (c) program code for printing readable data on the greeting card; and
  - (d) program code for generating from the readable data printed on the greeting card a document comprising a packing list identifying at least one item to be shipped in

~~in conjunction with the printed greeting card useable to help match the printed greeting card with another item.~~

4. (Canceled) The computer program product of claim 3 wherein the document comprises a packing list identifying at least one item to be shipped in conjunction with the printed greeting card.

5. (Currently amended) The computer program product of claim 3 wherein the document further comprises a shipping label identifying a destination of the printed greeting card.

6. (Currently amended) In a computer system connectable to a computer network, a method comprising:

(a) providing a printed personalized greeting card having readable data printed thereon;

(b) reading the reference data from the greeting card;

(c) using the read data to access in memory data defining any of a greeting card destination address, ~~SKU~~, and lot number identifying a gift with which the personalized greeting card will be shipped;

(d) generating a label from the accessed data in memory.

7. (Original) The method of claim 6 wherein the label comprises a packing list identifying at least one item to be shipped in conjunction with the printed greeting card.

8. (Original) The method of claim 6 wherein the label comprises a shipping label identifying a destination of the printed greeting card.

9. (Currently amended) The computer system of claim 6 wherein the reference data comprises a bar code identifying any of a destination address, ~~SKU~~ and lot number of a gift to be shipped with the greeting card.

10. (Currently amended) The method of claim 6 further comprising:

(e) maintaining in memory data representing presenting any of a ~~SKU~~, lot number identifying a gift with which the personalized greeting card will be matched, and a destination shipping address.

11. (Currently amended) A computer system connectable to a computer network comprising:

(a) a processor;  
(b) a memory coupled to the processor for storing data defining a card and any modifications thereto;  
(c) a printer coupled to the processor and memory for printing the card in conjunction with any modifications, and readable reference data thereon; and  
(d) program logic configured to read the reference data from the card and generate a label therefrom.

12. (Original) The computer system of claim 11 wherein the reference data is direct source of information for generating a shipping label containing at least a destination address to which the card will be sent.

13. (Original) The computer system of claim 11 wherein the reference data is usable to access a file containing the information for generating a shipping label containing at least a destination address to which the card will be sent.

14. (Original) The computer system of claim 11 wherein the reference data is a source of information for generating an intermediate label used for matching at least one item to be shipped with the card.

15. (Original) The computer system of claim 11 wherein the reference data is a source of information for generating any of a gift card, envelop and gift certificate to be shipped with the card.

16. (Currently amended) In a computer system connectable to a computer network, a method comprising:

- (a) maintaining in a memory data defining a greeting card and any modifications thereto;
- (b) printing the data defining a greeting card and any modifications on paper stock to make an  $n$  panel greeting card, where  $n$  is greater than two;
- (c) printing readable data on one of the  $n$  panels of the greeting card, the readable data comprising data identifying one of a product with which the greeting card will be matched, and a destination shipping address.

17. (Currently amended) In a computer system connectable to a computer network, a method comprising:

- (a) maintaining in a memory data identifying one of a plurality of document templates and any personalization modifications thereto;
- (b) printing a personalized document comprising the document template in conjunction with any personalization modifications thereto; [[and]]
- (c) printing a data reference on the personalized document; and
- (d) maintaining, in a memory, reference data representing one of data identifying a product with which the personalized document will be matched, and a destination shipping address.

18. (Canceled) The method of claim 17 further comprising:

- (d) maintaining in memory data presenting any of data identifying a product with which the personalized document will be matched, and a destination shipping address.

19. (Currently amended) The method of claim 17 wherein the reference data comprises a bar code identifying any of a destination address, SKU and lot number of another product to be shipped with the personalized document.

20. (Currently amended) The method of claim 17 further comprising:

[(d)] (e) generating from the reference data printed on the document [[any]] one of a destination shipping label, and envelop ~~or an intermediate label useable to help~~ match the document with another product .

21. (Currently amended) The method of claim 17 wherein the reference data comprises ~~any of a destination address, SKU and a~~ packing list of at least one product to be shipped with the document.

22. (Original) The method of claim 17 wherein the plurality of document templates comprise any of greeting cards, promotional advertisements, and catalogs.